home beautiful Media Kit 2024



# 10Me beautiful

## Create your beautiful home

Creating beautiful homes is what we do, and for almost a century **Home Beautiful** has been turning houses into homes.

Our audience come to us for inspiration and trusted advice on how to express their *life & style* to create their own home beautiful.



# In the words of our experts

Just shy of a century, *Home Beautiful* is Australia's longest-running interiors brand with great history and a bright future. Each month we showcase an impressive collection of gorgeous Australian homes, all the latest trends and renovating content across our omnichannel platforms, reaching our audience wherever they may be. Our loyal and passionate audience come to us for our indepth home tours, fabulous entertaining features, signature decorating and expert advice they can trust.

Home Beautiful is simply one of the most loved, recognised and commercially successful brands in Australia. Fall in love with the possibilities of your home, over and over again with Home Beautiful.

**ELLE LOVELOCK** 

**EDITOR-IN-CHIEF** 





# **Editorial Talent**



**ELLE LOVELOCK**Editor-In-Chief



VICTORIA KINGSBURY
Deputy Editor



**OLIVIA CLARKE**Digital Managing Editor



KATRINA BREEN
Creative Director



**DIANA MOORE**Senior Digital Content Producer



**LUCY GOUGH**Stylist, Home Beautiful



# Home Beautiful; omni-channel leader



# Signature properties



#### **Annual Style Forecast**

Home Beautiful's annual style forecast is a highly anticipated industry resource, that defines the trends that will influence Australian homes for the year ahead. November issue timing.



#### **Colour & Decorating**

Guest Editor Karen Walker Design

Our annual guest-edited issue featuring colour and decorating from cover to cover with inspirational and shoppable content across the home beautiful network.

July issue timing.



#### What's Hot

Discover what's hot then shop the lot with Home Beautiful.

The HB team reveal the latest collections of interiors products, covetable trends and insider Q&As so you stay up to date and in the know.



#### **Beautiful Rooms**

Beautiful Rooms and why they work-

Is a masterclass content series where interior designers and industry experts share their trade secrets and pick out the design elements of the space from flooring to furniture.



# **Editorial Pillars**



HOMES
The stories behind the most gorgeous real-life homes, filled with personality – and all the details.



Home Beautiful creates and styles the latest finds and looks for today and predicts the top trends for tomorrow.



KITCHEN & BATHROOMS
Style updates, designer looks and inspirational profiles of the homes hardest w orking rooms.



SHOP
Expert advice, buyer's guides, discover the latest trends & shop
the lot in our new Home Beautiful marketplace.



RENOVATING
Lay-outs, tips, budgets and every detail from w hole-house renovations to mini makeovers.



The secrets to creating an outdoor room as stunning as your home.
Plus, gorgeous gardens and expert articles.

# **Editorial Pillars**



**ENTERTAINING** 

Home Beautiful turns every meal into an occasion with delicious and fresh menus and beautiful table settings.



TRAVEL
The best local and international style ideas, shopping precincts and trends to bring home.



PROPERTY & FINANCE
Expert ideas and insider advice to making the most of your biggest asset – the home.



# Home *Creators*

a hands-on audience of stylish savvy creators

**CORE AUDIENCE: 35-54 years | AVERAGE AGE: 44 years** 

Spending a combined \$253M on home and garden products in the L4w & furniture L3M (average spend \$224)

# Quality Driven

77% value quality over price

63% are prepared to spend more on premium products and services for home^

# **Practical**

1.5X more likely than the average Australian to do a **major renovation** in next 12M

98% enjoy spending time styling and decorating their home – when my home looks good, I feel good.^

# Constant Improvers

1.7X likely to be shopaholics –They love to shop!

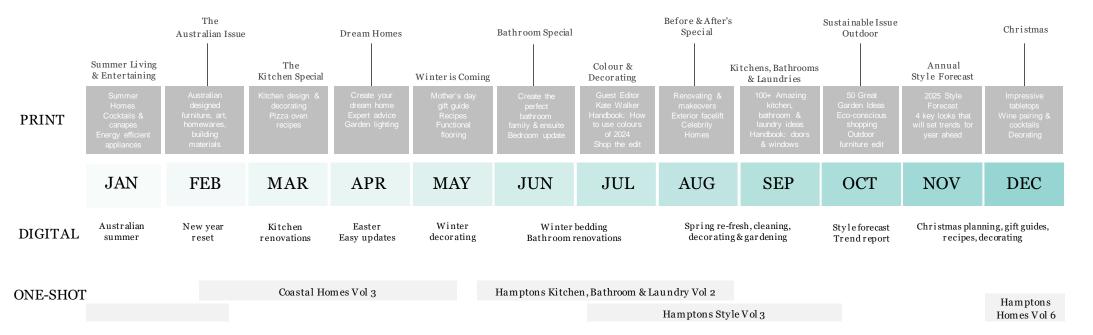
74% always look for new ways and products to improve their home^



# Editorial Calendar 2024

Homes, Kitchens & Bathrooms, Renovating, Decorating, Outdoor Living, Entertaining, Shopping









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